



Town of Hudson, NH Sustainability Committee

Community Choice Aggregation Program

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Presented by:



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Agenda

- > Introductions
 - > Town of Hudson, NH
 - > Colonial Power Group
 - > Freedom Energy Logistics
- > What is Community Choice Aggregation?
- > What are the Benefits?
- > How does it Work?
- > Next Steps



- Energy consulting company with headquarters in Marlborough, MA
- Retained by municipalities
- Our mission is to continually provide the highest quality energy services that will stabilize your community's utility costs while protecting your community from the risks inherent in the volatile energy markets.
- Specializes in Community Choice Aggregation (CCA) Programs
 - Design: all phases of Program creation
 - Implementation: get CCA Program up-and-running
 - Management: day-to-day operations of CCA Program
- CPG currently manages CCA Programs for 80 communities in MA
- CPG believes that "opt-out" aggregation:
 - Enhances the competitive market
 - Encourages fixed rate pricing
 - Preserves customer rights through transparent, locally-managed purchasing program



Communities Working with Colonial Power Group

ABINGTON	DEERFIELD	LOWELL	SALISBURY
ADAMS	EASTON	LUNENBURG	SANDSFIELD
AMESBURY	EGREMONT	MARLBOROUGH	SHEFFIELD
ASHBY	FLORIDA	MEDWAY	SHELBURNE
ASHLAND	FRANKLIN	MENDON	STOUGHTON
AUBURN	GARDNER	METHUEN	SUNDERLAND
BECKET	GILL	MILLVILLE	TEWKSBURY
BERLIN	GREAT BARRINGTON	MONTEREY	TYNGSBOROUGH
BILLERICA	HALIFAX	NEW MARLBOROUGH	UPTON
BOLTON	HARVARD	NEW SALEM	WARWICK
BOSTON	HATFIELD	NEWBURYPORT	WENDELL
BUCKLAND	HAVERHILL	NORTH ADAMS	WEST BRIDGEWATER
BURLINGTON	HEATH	NORTH ANDOVER	WEST BROOKFIELD
CARLISLE	HOLLISTON	NORTH BROOKFIELD	WEST SPRINGFIELD
CHARLEMONT	HUNTINGTON	NORTHFIELD	WEST STOCKBRIDGE
CHESHIRE	KINGSTON	ORANGE	WHATELY
CLARKSBURG	LANCASTER	PEMBROKE	WILLIAMSBURG
COLRAIN	LANESBOROUGH	PITTSFIELD	WILLIAMSTOWN
CONWAY	LENOX	PLYMOUTH	WINCHENDON
DALTON	LEVERETT	PLYMPTON	WINDSOR



- Energy Advisory founded in 2006 with headquarters in Auburn, NH
- Our Mission is to be our clients' respected Energy Advisor providing the most effective energy supply management and renewable solutions in support of their unique business goals and sustainability objectives.
- Specialized Energy & Sustainability Municipal Program Team
- Freedom currently serves >50 municipals throughout New England
- As your Energy Advisor, our team:
 - Takes the time to understand your energy goals and sustainability objectives
 - Advocates for you and works to continually add value
 - Offers comprehensive energy management solutions custom tailored to support your unique energy requirements, bottom-line objectives, risk tolerance, and sustainability requirements
 - Focuses on delivering client service and excellence for your long-term satisfaction





Municipalities Working with Freedom Energy Logistics

Massachusetts

NEWTON
 BEVERLY
 SALEM
 WRENTHAM
 BROOKLINE
 BURLINGTON
 WALPOLE
 SHARON
 FOXBOROUGH
 NEEDHAM
 SALEM WATER SUPPLY BOARD
 SOUTH ESSEX SEWAGE DISTRICT

New Hampshire

LEBANON
 HANOVER
 MERRIMACK
 LONDONDERRY

Maine

SCARBOROUGH

The City of Salem's Road to 100% Renewable Energy

In support of the City of Salem's commitment to a more sustainable future, the City contracted through Freedom Energy Logistics for its electricity requirements for the next 25 years. The Town's energy solution includes an accredited renewable energy component, Massachusetts Class 1 Renewable Energy Certificates (RECs), to cover 8% of the Town's 35.8 million kWh annual usage. This equates to a GHG emissions reduction equivalent to removing 180 passenger cars from the road for a year or the CO2 emissions equivalent to producing enough electricity annually to power approximately 328 homes.¹

Origin to Successfully Achieve the City's Scope 2 Renewable Energy Goals

Brookline's investment in RECs to cover 8% of its annual usage incrementally prepares Brookline to 100% of its goal by 2050, or even slightly ahead of target. Factoring in the significant cost involved, the Town chose a fiscally responsible solution while strategically focused on achieving its sustainability goals.

How does purchasing RECs help Brookline achieve its sustainability goals?

The graph illustrates how the pace will unfold over the next 25 years and highlights the combination of the Standard Mandate Requirement and Voluntary contribution.

The 8% puts Brookline on pace through gradual increases over time to achieve 100% by 2050.

In addition, if the Town chooses to accelerate its plan, it can always step in an additional percentage at any time, including mid-contract.

How does purchasing RECs help Brookline achieve its sustainability goals?

As the Town strives to achieve net-zero by 2050, its emissions reduction plan includes initiatives designed to address a variety of scopes as defined by the Greenhouse Gas (GHG) Protocol.

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Freedom Energy Logistics
 Freedom Energy Logistics | 1877-292-4232



What is a Community Choice Aggregation Program?

- A CCA Program is an optional buying group organized by a municipality or group of municipalities to benefit electric customers.
- The Program enters into an electricity supply contract for all residential and business customers currently receiving utility default service within a given municipality.
- Customers are automatically enrolled, unless they opt-out.

Linking the power of *choice*
with the power of *community!*



Benefits of Community Choice Aggregation

- **Maximize:** Your community buying power
- **Choice:** No longer “stuck” with electric utility default rates
- **Price Stability:** Ability to secure long-term rates and avoid market price volatility
- **Self-funded:** No burden on municipal staff or local budgets, no costs imposed on non-participating consumers; program administration outsourced to CPG
- **Optionality:** Opt-out anytime without penalty and enroll with utility default service or another supplier directly
- **Leverage:** Larger buying group attracts robust participation from leading suppliers
- **Consumer Protections:** Contract terms and conditions superior to those offered by suppliers in direct-to-consumer transactions
- **Public Oversight:** Supplier and CPG accountable to town officials
- **Professional Expertise:** Retaining CPG ensures smooth roll-out and ongoing administration of the program



Benefits of Community Choice Aggregation (continued)

- **Local Control:** Define objectives based on community priorities, e.g., higher mix of renewable energy content.
- **Product Options:** Town can define its own standard product plus offer other options, e.g., products containing greater renewable power content and those supporting sustainability initiatives and goals.
 - Purchasing additional renewable energy credits over state mandates
 - Investing in true 'additionality' by bringing new renewable projects on-line
 - Leveraging state incentive programs
 - Supporting local renewable projects



CCA Helps Resolve Some Residential Issues Resulting from Deregulation

- **Predatory Business Practices:** Specific targeting of the elderly, minorities, etc.
- **Sub-par Suppliers/Contracts:** Many of the best suppliers only work through broker relationships, and only over certain usage thresholds. The B- or C- list suppliers serving Residential meters often only offer contracts that allow pass-through charges, that only protect the supplier and even hide key details.
- **Limited Purchasing Power:** Small users are individually unappealing to many suppliers.
- **Limited Aggregation Groups:** Opt-In aggregation groups reached maximums of 4,000 accounts, falling short of substantial buying power.



Steps in the Process

- Board of Selectmen votes to form a municipal aggregation committee
- Committee solicits public input and works with CPG to develop CCA Program Plan in accordance with state statute and rules of the Public Utilities Commission
- Board of Selectmen reviews and approves Plan
- Plan included as Article on Town Meeting agenda for adoption by town residents
- CPG files Plan with Commission for review and approval (60 days)
- CPG issues RFP for price offers
- Town makes decision to proceed and when to proceed
- Town/CPG mails notifications to all eligible consumers
- Town/CPG holds public information session
- CPG manages and coordinates any consumer opt-outs with supplier
- Accounts enrolled/Program launch
- On-going Program administration (periodic sweeps, reporting, and contract renewals)



Education is Critical to Success

- We work collaboratively with community leaders to develop and execute an outreach plan
- Local Print Media
- Municipal and Community Websites
- Local Cable TV
- Community Meetings
- Town Newsletters



The Future of Community Choice Aggregation

- Smart Metering
- Dynamic | TOU Pricing
- Demand-Side Management
- Load Serving Entities
- Transactive Energy | Prosumer/Consumer | Blockchain
- Community Virtual Net Metering



Next Steps

Embrace a Turn-key Solution for CCA in your community.

- **CCA Plan:** Our template CCA Plan fully satisfies the requirements of NH RSA 53-E and is easily customized to your town's sustainability goals.
- **Customer Notifications, Opt-Out Cards:** Program templates will meet all statutory and regulatory specifications and ready for town-specific customization.
- **Town CCA Website and Local Customer Service Number:** We provide and maintain a web domain and local customer service number.
- **Advisory/Consultation:** In addition to creating and managing your CCA program, our expertise and comprehensive energy solutions (e.g., Fixed Rates, Realtime/Dynamic pricing, Direct-to-Grid self-supply, and Renewables) are also available for Municipal facilities and business clients.



Thank You



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